

## Physician Promotion and Conflict of Interest: The Threat to Drug Safety

Daniel J. Carlat, M.D., September 17, 2013 International Symposium for Safe Medicines, Charleston, West Virginia



#### Disclosures

- Promotional talks for Wyeth and Forest in 2001-2002.
- In recovery since 2003
- Ownership of Carlat Publishing, no income or business involvement since Feb 2012.

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stock in the company whose drug I'm prescribing."



#### What is "Conflict of Interest"

A conflict of interest is a set of circumstances that creates a risk that professional judgments or actions regarding a primary interest will be unduly influenced by a secondary interest.



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#### Dollars for Docs: The Top Earners

by Hanna Trudo and Theodoric Meyer ProPublica, March 12, 2013, 11 a.m. March 13: This post has been corrected.

When Dollars for Docs first launched in 2010, ProPublica spoke with several of the dozens of doctors who had earned more than \$200,000 from their speaking and consulting work for drug companies. Now, with records from more companies and more years of data, we've identified 22 doctors who've earned at least \$500,000 since 2009 — including one, Jon Draud, who was paid more than \$1 million.

Most of these in-demand speakers hail from a just handful of states: four each from New York and Texas, and two each from California, Massachusetts, Pennsylvania and Tennessee. Half are psychiatrists, including three of the top four earners. The most









## Sleeping Pills

- Lunesta
- Ambien
- Ambien CR
- Sonata
- Intermezzo
- Benadryl
- Trazodone
- Silenor
- And many more

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### Trazodone





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What is middle-of-the-night insomnia?

What is Intermezzo?

Taking Intermezzo

Driving the next day/ Side effects

Important Safety Information

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# Prominent insomnia researcher

"Intermezzo represents an important treatment option for those insomnia patients who suffer difficulty falling back to sleep after a middle of the night awakening and seek a sleep aid that they can use only when they really need it to fall back to sleep in the middle of the night."

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## Drug company contributions can 'influence' medical decisions

By Andrew Jack in London

Doctors in the US who are paid and entertained by drug companies are more than twice as likely to prescribe their products, according to a groundbreaking new study on the influence of industry marketing on medical practices.